

**CLAIMS:**

**I CLAIM:**

1. A display rack and hook combination for supporting products thereon adapted to be mounted to a pre-existing wire frame comprising:

a rack having a plurality of vertically spaced rows of ribs and a plurality of horizontally spaced rows of ribs forming a plurality of aligned rows of vertically and horizontally spaced slots;

a peripheral frame enclosing said ribs; and

at least one display hook, said hook having an elongated support member terminating at one end in an upturned portion, said member being angled slightly upwardly from the horizontal and extending from a face plate mounted to said rack, said face plate having a rear surface with at least one hook portion snapping into one of said slots in said rack underlying one of said horizontally extending ribs, each of said horizontally extending ribs having an inner and outer surface, and bearing against the inner surface of said one of said horizontally extending ribs, and said face plate also having at least one prong extending into a slot vertically aligned with said one of said slots but spaced therefrom, said prong having a snap tab portion engaging one of said vertically extending ribs forming said last mentioned slot.

2. The combination of claim 1 wherein said face plate has a width generally related to the spacing between adjacent vertically extending ribs forming said slots.

3. The combination of claim 1 wherein said elongated support member is generally trapezoidally-shaped in cross-section.

4. The combination of claim 1 wherein said elongated support member has a generally trapezoidally-shaped main body portion in cross-section, with planar portions extending outwardly from opposite sides of said main body portion.

5. The combination of claim 1 wherein said face plate has at least two spaced prongs, each of said prongs having tab portions snap fitting into engagement

with adjacent spaced vertically extending ribs forming said slot into which said prongs extend.

6. The combination of claim 1 wherein a third slot separates the slots into which said hook portion and said at least one prong extend.

7. The combination of claim 1 wherein said peripheral frame enclosing said ribs forms a plurality of elongated slots along each vertical side of said rack, and a header bracket snap fitting into one of said elongated slots on each vertical side of said rack.

8. The combination of claim 7 including a header card fixed to said header brackets.

9. The combination of claim 7 wherein each header bracket has a pair of spaced upper and lower hook portions snap fitting into adjacent aligned vertically elongated slots of said aligned elongated slots and engaging said horizontal ribs.

10. The combination of claim 9 including upper and lower spaced nubs on said bracket extending outwardly from opposite sides of said lower hook portion, said upper spaced nub engaging a horizontal rib in the same slot as said upper hook portion but below said horizontal rib engaged by said upper hook portion and said lower spaced nub abutting against a horizontal rib below the horizontal rib engaged by said lower hook portion.

11. The combination of claim 1 including a basket holder having a bracket snap fitting into aligned vertical slots of said rack, said bracket having an upper hook portion snap fitting into one slot and engaging the upper horizontal rib forming said slot and said bracket having tang portions snap fitting into a vertical slot spaced from the slot into which said upper hook portion extends and engaging the horizontal rib forming said slot.

12. The combination of claim 11 including a basket having a front article holding portion and a rearwardly extending flap, said rearwardly extending flap having a V-shaped slot, said bracket having a portion received within said V-shaped slot holding said basket to said bracket.

13. A display rack and hook combination for supporting products thereon comprising:

a rack having a plurality of vertically spaced rows of ribs and a plurality of horizontally spaced rows of ribs forming a plurality of aligned rows of vertically and horizontally spaced slots;

a peripheral frame enclosing said ribs;

at least one display hook, said hook having an elongated support member terminating at one end in an upturned portion, said member being angled slightly upwardly from the horizontal and extending from a face plate mounted to said rack, said face plate having a rear surface with at least one hook portion snapping into one of said slots in said rack underlying one of said horizontally extending ribs, each of said horizontally extending ribs having an inner and outer surface, and bearing against the inner surface of said one of said horizontally extending ribs, and said face plate also having at least one prong extending into a slot vertically aligned with said one of said slots but spaced therefrom, said prong having a snap tab portion engaging one of said vertically extending ribs forming said last mentioned slot; and

a base having said rack mounted thereon, said base having a first lower bottom portion adapted to rest on a supporting surface, a second upper top portion mounted on said first lower portion, said upper portion having a front wall with a pair of spaced rows of outwardly extending tabs on each vertical side thereof, said tabs entering aligned vertically spaced slots on opposite sides of said rack.

14. The display rack and hook combination of claim 13 wherein said bottom portion has a front and rear wall interconnected at top by a panel and interconnected along their sides by a side panel, said front and rear wall tapering upwardly and inwardly from the bottom to the top thereof.

15. The display rack and hook combination of claim 14 wherein each side panel is comprised of a pair of abutting sections forming a generally trapezoidally shaped side panel.

16. The display rack and hook combination of claim 15 wherein said top portion is comprised of said front wall of said top portion having a panel hinged to the bottom thereof resting on said panel of said bottom portion and a pair of side panels hinged to opposite sides of said front wall of said top portion along said rows of outwardly extending tabs, said side panels of said top portion extending downwardly through slots formed in said bottom portion on opposite sides of said panel of said bottom portion.

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